

DARIA KUZNETSOVA

Multilingual MSc Marketing Management & Communications student with international work experience looking for a 6-month internship starting April 2022.



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Marketing & PR experience

- Sep. 2021 - present**
Copywriter
Teamflect | San Francisco, CA, USA
 - Creating SEO optimized content, keyword research
 - Published 10+ articles on employee experience
- Jan. 2021 - Nov. 2021**
Marketing Executive
Witivio | Vaulx-en-Velin, Auvergne-Rhône-Alpes, France
 - Produced written and video content for an IT startup engaged in enterprise chatbots and apps for Microsoft Teams
 - Helped gain and maintain strong connections with international clients such as Michelin, Casino, Total Energie
- Oct. 2019 - Nov. 2020**
Working Student PR
MW Office GmbH, dentsu Germany | Munich, Germany
 - Developed and monitored of social media posts
 - Wrote press releases and advertorials
 - Organized and supported press events
 - Worked closely with clients Pfizer, Johnson & Johnson, Aboca, MSD Sharp & Dohme GmbH, UCB Pharma and other international healthcare brands
- Nov. 2018 - Apr. 2019**
Sports Reporter
Detroit Pistons, NBA, Tell Us USA | Detroit, MI, USA
 - Published 6 game summary articles in a local online news publication
 - Actively participated in press events alongside major TV channels (Fox Sports, ESPN, etc)
- Jan. 2018 - May. 2018**
Public Relations Assistant
Detroit City Football Club | Detroit, MI, USA
 - Oversaw press releases, community relations, sponsorships and partnerships, and social media

Sport experience

Tennis

- French ranking 2/6, German LK3
- Currently member at Stade Toulousain Tennis Club
- Played professionally 2010-15 in Tennis Europe, ITF and WTA tournaments
- Performed in NCAA Division II 2015-19, as part of a collegiate tennis team at Wayne State University
- ITA Midwest Region Most Improved Senior 2019
- Three-Time All-GLIAC selection
- Played in the Upper Bavarian League 2019-20

Volunteering and community service

- Was actively involved in 50+ high profile sporting and humanitarian events and charities, including Detroit Free Press Marathon, Detroit Pal and Make-a-Wish America (see LinkedIn for full list)

Education

- 2021-2022**
Toulouse Business School (M2)
MSc Marketing, Management and Communication
 - Marketing research methods and dynamics
 - Understanding consumers and customer behaviours
 - Elaborating and deploying the marketing strategy
- 2019-2020**
Ludwig-Maximilians University
Program student in Communication Studies
- 2015-2019**
Wayne State University (Bac+4)
Bachelor of Arts in Public Relations and German
 - Graduated on August 18, 2019
 - Women's tennis team, NCAA Division II
 - Marketing committee, athlete advisory committee

Marketing skills and certifications

- Market research, audience segmentation, trend analysis
- SPSS Statistics, Google Analytics, Google Trends
- Website creation
- Wordpress Engine, Markdown
- Planning and management of an online ads campaign
- Facebook Ads, Google Ads
- HubSpot Inbound Marketing Certification
- Google Ads Display Certification
- SEMrush Keyword Research Exam Certificate

IT skills

- Graphic design - Adobe Photoshop, Adobe InDesign, Canva
- Video postproduction - iMovie, LumaFusion, Final Cut
- Data visualization - Tableau

Language and communication skills

- Text translations, copywriting, SEO
- Presentation skills, public speaking in 3 languages

Language proficiency

- Russian (mother tongue) ●●●●●●●●●●●●●●●●
- English (C2, bilingual) ●●●●●●●●●●●●●●●●
- Deutsch (C1, business level) Test DaF 5445 ●●●●●●●●●●●●●●●●
- Français (B2, advanced) ●●●●●●●●●●●●●●●●